OmVista™ 4CX
Customer Lifetime Value Management

Turn data to insights to actions to EXCELLENCE

Because the cost of poor CX is staggering

FORBES

Poor CX costs businesses an estimated $75B **per year**

$75B

67% Customers that switch brands after one bad experience

XM INSTITUTE

Companies are risking 6.7% of their annual revenue to poor customer experiences

6.7%

KPMG

A single bad experience has 2x the negative than one positive experience

RISK

2x

Customer Lifetime Value Management

Customers are the lifeblood of any business. And the loss of customers costs far more than simply lost revenue - so it's critical for organizations to examine and optimize customer retention efforts and impacts across the entire organization.

Effective management of customer satisfaction, retention, churn, and recovery hinges on areas such as offering excellent customer service, understanding customer needs to respond accordingly, staying connected with their customers, building strong relationships, and more.

Without **data, insights, and automated actions**, no company can achieve excellence in customer satisfaction, retention, churn or recovery.

Intelligent Transformation Solutions, utilizing highly advanced AI, analytics, automation, and enterprise integrations, can significantly assist companies in their customer retention initiatives by managing customer experience and churn, and even recovering and winning back lost customers.

OnviSource

OmVista 4CX for Retention and Recovery

The most effective customer retention initiatives are powered by highly advanced and unified AI, analytics, and automation building blocks. OmVista iCX intelligent transformation solutions:

- Are implemented through multiple, concurrent, and coordinated programs
- Deliver continuous evaluation and improvement of customer experience
- Prevent loss of customers, offer the best efforts in customer cancellation prevention, and conduct effective and data-driven campaigns to win back lost customers
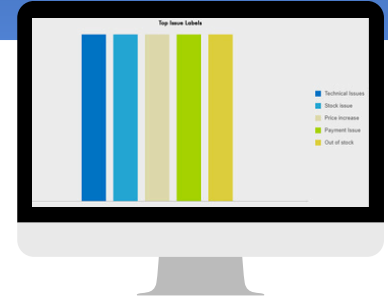
OmVista 4CX Solutions For

Customer Experience Management

Understand customer satisfaction levels and implement measures to improve and retain customers:

- Capture data from all customer interactions, customer journey touchpoints, and siloed back-office systems related to customer profiles and historical events, surveys, and customer mentions
- Unify data to form a holistic view of the customer experience
- Analyze data using classifier AI and Generative AI to unlock actionable insights about customer sentiments, behaviors, trends, and intentions
- Apply meta-analytics across multiple actionable insights reports and perform comparative relational and correlational analytics to determine the impacts of performance from agents, products, services, and more
- Automate actions and follow-ups to implement corrective measures and improvements on a timely basis and without manual work, delays, or human errors

Customer Churn Management

Implement technology-driven cancellation prevention:

- Analyze and segregate the customer interactions that are related to cancellation or attrition
- Use advanced "deep mining" to determine the reasons for cancellation, what prevention campaigns were offered, customer reactions, acceptance, or rejection to those offers, and the underlying reasons behind those decisions (e.g, quality and effectiveness of the prevention package, agent delivery of the offer, and more
- Apply meta-analytics to generate bottom-line actionable insights and provide a clear direction for management to improve the functions that surround cancellations and optimize cancellation prevention offers

Customer Recovery Management

Automate opportunities to "win back" lost customers:

- Analyze the data related to customers who canceled their service
- Determine the reasons, counteroffers, rejection sentiments, etc.
- Generate categorized and profiled reports organized by customer persona, reasons, and counteroffers
- Reports can be reviewed, either manually or automatically, against updated offers to place customers on targeted win-back campaigns
- Continuous analysis of sales campaign, customer interactions, and the results to improve the efficacy of campaigns